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December 3, 1997, Wednesday SURVEYS I

SECTION: SURVEY - FT INFORMATION TECHNOLOGY; Pg. 10

LENGTH: 1005 words

HEADLINE: EMPLOYMENT

Save time by **job** hunting online

BYLINE: * By Geoffrey Wheelwright

BODY:

* By Geoffrey Wheelwright

Save time by **job** hunting online

Online recruiting is becoming the fastest way to find **employees**, and new **jobs**

Looking for a **job**? You could do a lot worse than to look on the World Wide Web. It appears to be the fastest growing recruitment and **job**-finding resource around - particularly in north America. Naturally, the sector most well served by an Internet-based **job** search and recruitment services is the high technology industry. Thousands of **jobs** are advertised for work in computer hardware and software and telecommunications companies. Not only do these companies carry recruitment advertising on their Web sites, but they are also increasingly using Internet-based recruitment and placement services to find the right people. Company websites are also a good resource for the prospective **employee**; the sites provide vast amounts of background corporate information.

US-based **IntelliMatch** (www.intellimatch.com) started its site for matching **job** seekers and **employers** on the Internet in 1994. The company now **employs** 40 people, provides services to more than 100 high technology and corporate customers and claims that more than 10,000 users visit its site daily.

Like most successful recruitment web sites, **IntelliMatch** aims to match **jobs to job** seekers. It does this by getting as much information as it can from **job** seekers and **employers**.

This is done using a large database with an aim to yield the maximum possible match between **employer** and prospective **employee**.

Job seekers can put their resumes online at a service like **IntelliMatch** for free.

IntelliMatch - and many of its competitors - typically make their money by charging **employers** for posting **jobs** on its database and for helping to match these postings to **job** seekers it has listed in its database.

The potential of this kind of service, particularly for **job** seekers, is huge. A recent survey by Interbiznet, a human resources organisation (www.interbiznet.com/hrstart.html), revealed that the number of companies with **job** listings on the Web has grown to 4,000 web sites.

The challenge for both **job** seekers and **employers** now appears to lie in finding the best possible match. **Job** seekers do not want to waste time applying for **jobs** for which they are not qualified, while **employers** do not want to be presented with lists of prospective

employees that are not likely to fit their needs.

Challenges

Ottawa-based CareerBridge (www.careerbridge.com) is an online recruitment service. According to Chad Morissette, director of North American business development, there are two challenges inherent in the online **job** seeking process. One is to allow applicants to post their resumes online and review a host of **job** postings aimed specifically at their area of expertise, But it is also important to have **employers** post and revise positions on a daily basis and conduct "e-mail interviews" to screen qualified candidates quickly and easily.

CareerBridge has been successful at convincing Canadian high technology companies of the merits of this approach. It counts Corel Corporation, Northern Telecom, Lockheed Martin Canada, and AIT Corporation among its customers.

CareerBridge claims that some corporations are filling as many as one out of three new positions through online recruiting.

Mr Morissette says the big attraction for many customers is that the process is both quick and highly specific.

"We expedite the entire recruiting process for the recruiter," he explains. "We bring candidates and corporations together and offer an online interviewing experience where corporations can screen and qualify candidates. And they do all these things ahead of [a face-to-face interview]. They don't have to do it by fax and by looking at paper resumes."

CareerBridge has concentrated solely on the high technology industry. This sector is already a strong user of the Internet and a place where both **employers and job** seekers would expect to be able to connect.

Cost-savings

Mr Morissette says, however, that it is not just about building big databases. He says that when its database pulls up a list of **job** seekers for a given position, CareerBridge looks at them and applies "human filters" to make sure they are really appropriate to recommend to the **employer**.

"The entire value proposition is speed and it provides significant cost-savings," Mr Morissette says.

CareerBridge has been in business for 17 months, and over the past half year has found demand rising steeply for what Mr Morissette calls "e-cruitment" and that the speed of **job** fulfilment varies widely depending on the **job** being offered and how well-known the company is.

In fact, he suggests the biggest challenge lies in getting the right **job** candidates to visit the CareerBridge site - not in getting blue-chip companies to post their positions.

"What candidates are looking for is as much information as possible," says Mr Morissette. "This provides them with a way of doing so - and its all part of the package. We also do lots of Internet advertising - with 'banner advertising' on some sites, in newsgroups and so on."

Mr Morissette says that CareerBridge's 75 corporate customers are not only using the site to find engineers and programmers, they are also finding staff from administrative assistants to marketing experts.

"The big thing is that it offers access to the 'hidden **job** market' - there are **jobs** that it would have traditionally been difficult to find out about," he adds.

The final issue for many **employers** in using all forms of Internet-based recruitment is that it is "geography-neutral". In other words, by listing **jobs** on a Web site, you automatically open them up to prospects all over the world in a way that is either difficult or very expensive to do in any other medium. Particularly in high technology, where it is easier to make a case for work-related visas for qualified individuals, the ability to reach a global pool of **job** seekers can be a real attraction.

LOAD-DATE: December 05, 1997

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January, 1997

SECTION: No. 1, Vol. 10; Pg. S37; ISSN: 1041-5173

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LENGTH: 2609 words

HEADLINE: Job-shopping Web-style: Web sites match companies and **job** seekers in ways previously impossible; special supplement: Internet Systems; Internet/Web/Online Service Information

BYLINE: Parkes, Clara H.

BODY:

WEB SITES MATCH COMPANIES AND **JOB** SEEKERS IN WAYS PREVIOUSLY IMPOSSIBLE.

The Internet is a remarkable leveling tool that brings together people who might otherwise never interact. It works perfectly in the employment arena, allowing **job** seekers and **employers** to network in ways that were previously impossible. In just a short period of time, **job**-related sites have popped up all over the Net. Some simply provide **job** listings; others let **job** hunters create and store an online resume that **employers** can browse at their will. These sites will also notify you when a **job** of your specifications has been posted.

In this issue I look at three employment-related sites and explore how people are using client/server, Internet/Intranet technology to recruit and obtain employment. I show how each database-driven Web site has solved the puzzle of providing large-scale information retrieval, storage, and delivery over the Internet, from initial development to the site you can call up on your Web browser today.

Early Beginnings

The first employment sites offered basic lists of **job** openings, usually in highly specific technical areas. If you were lucky, you could search by subject or geography. Otherwise, you had to use the Find function on your Web browser and hope that your keyword matched that of the **job** posting. Most sites were offered by large organizations as a free service, and there was little concern about making the **job** site itself a commercial proposition.

As more people discovered the value of the Internet for finding **jobs**, the issues became much more complex. **Job** sites not only had to maintain large databases of information, but they had to grapple with competitive demands and start generating revenues. This meant drawing more **employers and employees** to the site, making information as appealing and easy to navigate as possible, and offering more ways to search and personalize their services.

Some companies had a head start in that they already offered client/server versions of their employment products and merely had to port them to the Web. One such site is **IntelliMatch** Inc.'s **IntelliMatch** (San Jose, Calif., www.intellimatch.com). The company already had a client/server model of its service built on Oracle with PowerBuilder as its front

end, which it sold to large companies.

Precision Matches

Founded in 1994 and privately held with venture funding and an investment from Knight-Ridder Inc., **IntelliMatch** provides services to over 100 high-tech and corporate customers. The site offers Power Resume, an online resume builder that creates a detailed electronic profile of the **job** seeker; **Job** Finder, which lets you browse and respond to **employer** ads; Candidate Finder, which helps **employers** identify appropriate candidates for open positions; and Online Ad Builder, which helps **employers** create a recruitment ad. **IntelliMatch** recently added IntraViewer to its product list. It is an internal skills management tool designed to function within a corporate Intranet. Each **employee** must complete a Power Resume. Managers can then query the database to pinpoint specific **employees** for special projects or new opportunities.

Four machines maintain the **IntelliMatch** Web site. Two Sun Enterprise 5000 database servers run Oracle7, the Oracle Web Agent, and Netscape Commerce Server. The site also has two Sun SPARC 20 servers dedicated to the resumes and connected straight into the databases that hold the files of **employers** and seekers; the servers also run Netscape Commerce Server. At any given time it holds approximately 50,000 resumes.

Between 10 and 12 people were involved in developing the site at any given time. Because the company already offered a client/server model of the product that **IntelliMatch** is based on, it decided that Internet technology had advanced enough to support the product on the Web in mid-1995. The first Web application was up and running in January 1996, with free text search of resumes; in March of 1996, the company introduced the Precision Matching engine.

The development team used Oracle Designer/2000 for the architectural database design work. According to Director of Software Engineering Edwin Westlake, the team used Oracle because they inherited it from the earlier client/server application and they had licenses for it. Now that the site and application development environment are open on the Web, Westlake hopes to expand the hardware and database platform support.

The team uses Microsoft FrontPage to prototype the HTML pages before putting them on the site. HTML is dynamically generated via PL-SQL calls to the Oracle Web Agent. Although the site is currently monitored by Oracle's own tools, Westlake is evaluating monitoring tools from Platinum and may switch over sometime next year.

The main differentiator for **IntelliMatch** is its Precision Matching technology, which identifies specific candidate characteristics, matches them to **job** requirements, and determines whether a candidate is qualified. The technology is based on a structured format in which text resumes are broken down into component parts. It also relies on a common lexicon--standard names, degrees, qualifications, experience, and so on--which is stored in the database. Both **employer** and **employee** are using the same language to define **job** postings, resumes, and search criteria.

Employers use this lexicon when specifying what they are seeking in a candidate. After all the criteria have been entered, a dynamic SQL statement is generated that queries the database, and information is returned in the form of an Oracle table. This information is partitioned and appears to the **employer** as a list of **job** seekers sorted by how recently the resume has been updated.

The site receives between 200,000 and 220,000 hits daily, with approximately 10,000 unique user IDs per day. Many of these hits are the result of links from partner sites such as

KnightRidder, InfoSeek, **Jobs** Across America, and Internet University. Westlake uses WebTrends from e.g. Software Inc. (Portland, Ore.) to measure activity and see how people are navigating the site. A new version is released every three weeks, taking turns between the **employee** side of the site and the **employer** side. Westlake tries to introduce some type of site architecture change every three months.

On the Intranet side, the IntraViewer product went into beta last September. It lets **employers** capture and access all of the skills in their workforce, helping them put project teams together simply by entering a query. It gives managers a dynamic repository of their **employees'** skills and experience so that they can target specific people for specific projects or new positions. Meanwhile, **employees** can use IntraViewer to promote themselves and their achievements and find out about advancement opportunities within the company.

Employment by Concept

One of **IntelliMatch's** competitors in the Web arena is CareerSite from Virtual Resources Corp. (Ann Arbor, Mich., www.careersite.com). CareerSite is an interactive candidate sourcing and recruiting application for **employers** and an interactive **job** search application for **job** seekers. It offers searching, matching, sorting, delivery, messaging, and tracking capabilities. What makes it unique is its vector-based proprietary search engine, **SmartMatch**. Unlike keyword searching, **SmartMatch** interprets the concepts used in the **job** description with the concepts in the candidate's profile, and matches them, even if the individual uses different terminology. CareerSite also offers a Virtual Agent service for candidates whereby they are notified when opportunities that match their profile get posted on the site, and it proactively searches for opportunities that fall within **job** seekers' skill range.

SmartMatch is based on the notion that you can view terms in a document as vectors in a high-dimensional space. Each dimension in the vector represents how strongly a particular term is present in a given document. Thus, in a typical domain of **jobs** or resumes, a document vector might have 20,000 dimensions. Similarly, a query is also represented as a vector in this space. To retrieve documents, you find document vectors that are sufficiently close to the query vector. **SmartMatch** is capable of searching and scoring 50,000 documents per second, regardless of the number of terms used in the query.

CareerSite content is automatically coded by means of a knowledge base of 40,000 employment concepts (similar in idea to **IntelliMatch's** lexicon). Concepts are arranged hierarchically and support an unlimited number of synonyms. Concepts consist of words or phrases up to 10 words long that describe various aspects of **employee** recruitment and **job** search. Through this common reference to the knowledge base, **SmartMatch** can find appropriate content regardless of the words or phrases used in the query request.

Work on the site began in February 1995, and it went live in August of the same year. A six-member, full-time staff worked with several outside consultants to develop the site, and the developers continue to add new functionality and create new interfaces. Hosted on a dual-processor Silicon Graphics Challenge DM server, the site runs a combination of Microsoft SQL Server and proprietary content management software. Microsoft SQL Server handles the **job** subscriber and service administration tasks, and **SmartMatch** handles the content. The team developed the site in Perl, C, CVS, Apache Web server (from Community Connection Inc., Berkeley, Calif.), and CGI.pm. The Web server is linked to the database server via a Perl-based CGI interface. The team plans to use the Microsoft SQL Server authentication module for the Apache server in the future. Approximately 78 templates had to be created with a C program preprocessor to serve up the HTML; however, the team primarily uses Perl tools such as CGI.pm to build templates. The HTML is served via a Perl-based CGI interface.

Aside from a few static pages on the site, the pages are dynamically generated. One example of a dynamic page is **job** search query input, which generates concept validation pages that let users decide on a variable number of concepts to be used in the query. Responses to a **job** search query are generated dynamically, as is the **job**-seeker desktop and the **employer** virtual office desktop.

The staff members chose to develop their own database manager because they thought that relational databases did not provide the performance, accuracy, or flexibility they needed for data files and keyword retrieval. At that time, they could not find a search engine that let them deliver appropriate response times for document retrievals using a large number of concepts in searching and matching operations, and none let them develop domain-specific scoring. They are currently considering a switch to Oracle and Sybase.

Looking in Detail

With average monthly visitors numbering 100,000 (with 2.25 million hits), CareerSite is one of the largest **job**-related sites on the Web and offers **job** listings in a variety of industries. However, the majority of the sites are still focused on computer or technology-related **jobs**. One such site is www.hotjobs.com, the Online Technology Employment Center from OTEC Inc., a New York City-based integration and consulting firm.

Hotjobs.com lets you search for **jobs** by keywords or browse a complete listing of **jobs**, enter or edit an online resume, search for a candidate, or access information on member companies. You can create and save an online resume that you can edit at any time, and you can arrange to have your resume automatically emailed in response to **job** openings you want to pursue.

The site took a mere four weeks of initial development by a team of two technical engineers and one graphic/layout and design engineer. Running on Oracle7 and developed with Netscape Commerce Server, the site was created in C using the GNU GCC compiler, version 7.2.2. All applications compile and run under SunOS 4.x, Solaris 2.x, and IRIS 6.2. The linking between the Web server and database servers is made with Netscape Commerce Server's CGI, which also generates the HTML.

Companies enter **job** information into HTML form fields through their browser; this data is passed to Netscape Commerce Server's CGI on the back end to verify the validity of the data presented. The data is then moved into appropriate tables within the database system's back end. Applicants submit their resumes online to specific **jobs** through a CGI interface that pulls the **job** information from the **job** database and sends the member company the applicant's resume, along with information about the **job(s)** to which he or she is applying.

The site also offers a service to member companies whereby they can gain on-the-fly, realtime statistics regarding how many times each of their **jobs** came up in an applicant's search, how many times an applicant looked at a particular **job**, and how many resumes they have received for a particular **job**. Also, user host information, browser type, and other information is stored for version statistics and tracking purposes. All of this information is available online through CGI-generated HTML forms to member companies.

Earle Ady, vice president of OTEC, was unable to give me specific usage numbers for the site, but he estimates that it receives some 50,000 hits per day, of which approximately 1000 are unique users. These numbers are slightly skewed by the fact that large sites such as AOL, which use proxy servers for their Web servers, count as "one site" because connections are originating from their proxy machine. To monitor the site, OTEC uses tracking facilities within all CGI applications on the back end. Netscape Commerce Server's logging facilities provide hit statistics.

Discerning Factors

An obvious conclusion, based on this review of three **job** sites, is that most employment sites offer the same kinds of information--resumes and **job** listings. The differentiating factors are the user-friendly navigational tools they provide and the unique features they offer the **employer** who pays to list with them. **IntelliMatch** developed Precision Matching technology, and CareerSite built its **SmartMatch** content management search engine. Both of these sites also promote the low cost of **employee** recruitment via their sites as opposed to traditional recruitment strategies. Serving a more targeted audience, Hotjobs.com offers no flashy search engines beyond keyword searching, but it does give member companies detailed, realtime statistics on how many applications they have received for a particular listing, and on who is accessing what listings and how frequently.

Each solution has its pros and cons, and each site is sure to undergo significant changes over the next six months--such is the nature of Web applications. The solutions these three sites have found are good representations of how companies are exploiting the "World Wide" nature of the Web and also the storage and searching capabilities of today's database and client/server technology. Along with the growth in this area comes innovation; more sophisticated sites are bound to evolve from the ones reviewed here. I'll keep you posted.

* CareerSite, www.careersite.com

* **IntelliMatch**, www.intellimatch.com

* Online Technology Employment Center, www.otec.com

Clara H. Parkes is features editor of DBMS, where her extensive perusal of **job** sites on the Internet to research this column raised many eyebrows and worried management. You can email her at cparkes@mfi.com.

IAC-CREATE-DATE: February 12, 1997

LOAD-DATE: February 13, 1997

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Copyright 1996 Business Wire, Inc.
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December 23, 1996, Monday

DISTRIBUTION: Business Editors and Computer Writers

LENGTH: 1165 words

HEADLINE: **IntelliMatch** Redesigns Web Site and Expands Personalized Services for **Job** Seekers and **Employers**; Release 2.0 Builds **Job** Agent Feature into Precision-Matching Technology

DATELINE: SAN JOSE, Calif.

BODY:

Dec. 23, 1996--**IntelliMatch**, the leading **job** matching site on the Internet, today unveiled a newly designed Web site that features expanded personalized services for **job** seekers and enhanced services for **employers**.

Release 2.0 adds more personalized functionality to **IntelliMatch's** advanced Precision-Matching technology. Enhancements include: -0- -- Personal **job** agent -- Full-Text search capability -- Easy-to-use, expanded functionality for **job** seeker and **employer** applications

New **Job** Agent

Release 2.0 features an automated **job** search function. The **job** seeker uses a structured format to define specific **job** criteria. All **jobs** in the **IntelliMatch** HotJobs! database that meet the **job** seeker's preferences will be automatically identified. The **job** seeker can easily view the **jobs** from within the HotJobs! application, and the list is dynamically updated whenever a new **job** match is identified.

Mitch Wyle, **IntelliMatch** director of engineering, says the new **job** agent feature streamlines the **job** search process, creating a very efficient service for the **job** seeker. "It takes only a few seconds to create a powerful searching resource. It finds positions for you!," Wyle says.

Edwin Westlake, **IntelliMatch** director of product development, states, "The **job** search process is traditionally very time and paper intensive. **IntelliMatch** provides an attractive online alternative that couples **job** agent technology with Precision-Matching accuracy."

Full-Text Search

Businesses are increasing their use of the Internet as a recruitment tool. Candidate Connection, **IntelliMatch's** service for **employers**, offers new functionality to make it easier for **employers** to advertise **jobs** on the Internet and access more candidate resumes. The new Full-Text search option enables **employers** to quickly identify candidates who have resumes containing specific text strings.

The Full-Text search option is an alternative to **IntelliMatch's** precise, structured approach. The structured search query identifies and ranks top-tier candidates based on specific criteria. Alok Singhania, **IntelliMatch** vice president of sales and marketing, says, "The hybrid approach is the optimal searching process."

Expanded Search Options for **Job** Seekers

Job seekers can use structured information, keywords, or a combination of both to search the **IntelliMatch** HotJobs! database. Sawndra Kuhn, an HP **employee**, previewed the site and said, "I was impressed by the simplicity and straightforward look. I think that most **job** seekers would be happy with its ease-of-use and expediency. When someone is seeking employment or looking for candidates, speed and an easy-to-understand interface would seem to me to be the controlling factor in how and why a site would be useful. This one is!"

Expanded PowerResume Features

The **IntelliMatch** PowerResume is based on a structured data format that captures more details about the **job** seeker's skills and experience than is possible in a standard text resume. Release 2.0 makes it easier to access and complete the PowerResume.

New features include:

-- Easy conversion from a 2-MinuteResume to a PowerResume -- Improved integration with the HotJobs! database (when the user is ready to respond to a posted **job** ad in HotJobs!, the user can quickly access the PowerResume application) -- Error and completeness check (the user is told which items need to be completed to make the PowerResume valid) **Job** Post and Candidate Search Enhancements

New **job** post and candidate search features for **employers** include:

-- Full-Text search to quickly search for qualified candidates -- Streamlined one-page format for creating **job** ads

Additional views of **job** ads and ad post status have been integrated in the application. Views include:

-- View new and total number of responses -- Monitor the total number of ads -- Track the status of responses

Release 2.0 has integrated several email options into the **job** post application. Email options include:

-- Receive immediate notification of new responses to ads -- Automatic notification when ads expire -- Forward responses individually -- Forward multiple responses at the same time -- Automatic forwarding of all responses Seamless Integration with Restrac Systems

Release 2.0 enables Restrac clients to automatically upload ads to the **IntelliMatch** site and download responses to their own Restrac system. Precision-Matching Technology

IntelliMatch's core Precision-Matching technology offers the most advanced online **job** matching services on the Internet. Using a powerful structured approach to collect and organize data, **IntelliMatch** ensures the best possible matches for **employers and job** seekers. "Precision-Matching technology, based on structured data collection, is the key to successful **job** matching on the Internet," says Singhania.

Cost and Availability of Services

All services for **job** seekers are free. Services for **employers** are tailored to the client's needs and are priced according to the options included in the service package. Options include **job** posting, subscription to the **IntelliMatch** database, hyperlinks, **employer** profiles, banner ads, management of **job** ads on the client's Web site, and a new hosting

service which enables a client to have a private database of candidates and **employees** on the **IntelliMatch** Web site.

IntelliMatch

IntelliMatch has reengineered the time-consuming and costly process of finding a **job** or finding a candidate into an easy, efficient online process. Using the power and reach of the Internet, structured data collection and their unique Precision-Matching technology, **IntelliMatch** is the leading site for matching **job** seekers and **employers** on the Internet. More than 10,000 users visit the **IntelliMatch** Web site daily. Leading **employers** such as 3Com, Bay Networks, Candle, Compuware, Hewlett-Packard, Infoseek, Mitsubishi, NET, Seagate, and more than 100 others use **IntelliMatch** online services.

IntelliMatch is located at Ten Almaden Blvd., 9th Floor, San Jose, CA 95113; telephone 408/494-7200; fax 408/ 535-2794. For more information, visit www.intellimatch.com . -0-
Note to Editors: All **IntelliMatch** product service and program names are trademarks of **IntelliMatch, Inc.** Other company names and product names referenced herein may be trademarks or registered trademarks of their respective corporations.

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Copyright 1996 Business Wire, Inc.
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November 5, 1996, Tuesday

DISTRIBUTION: Business Editors/Computer Writers

LENGTH: 593 words

HEADLINE: **IntelliMatch** Demonstrates Support for the Network Computer; **IntelliMatch** Extends its Online **Job** Matching Services to the NC Market

DATELINE: SAN FRANCISCO

BODY:

Nov. 5, 1996--**IntelliMatch**, Inc., the leading site for matching **job** seekers and **employers** on the Internet, today announced that its online **job** matching service now runs on the Network Computer which is based upon Network Computer, Inc. (NCI) reference design.

IntelliMatch demonstrated its online **employer** sourcing service and **job** seeker service on the NC at Oracle Open World. **IntelliMatch** is the first online **employer** sourcing service to run on the Network Computer.

"Online **job** searching is the way to work in the 21st century," said Alok Singhania, vice president of marketing and sales at **IntelliMatch**. "The NC will dramatically expand the base of people connected to the Internet and propel the online **job** search market to move even faster. The NC is perfect for **IntelliMatch's** Internet services which we offer to corporations that want to streamline their recruiting process."

IntelliMatch Services for **Employers and Job** Seekers -- Precision-Matching Technology

IntelliMatch offers services for both **employers and job** seekers. Services for **employers** include **job** posting and candidate matches. Using **IntelliMatch's** Precision-Matching technology, **employers** can quickly find the most qualified candidates precisely matched to specified criteria.

Employers create a **job** query using a form-based application. This structured data collection enables the **IntelliMatch** search engine to quickly pinpoint and rank the most qualified candidates in the **IntelliMatch** world wide database.

IntelliMatch also offers the IntraViewer Multi-neT (MT) service that enables **employers** to establish their own skills database of **employees** and candidates on the **IntelliMatch** web site.

Services for **job** seekers include **job** browsing and resume posting. **Job** seekers can post their text resume, create a quick 2 Minute resume or build a powerful structured resume using **IntelliMatch's** forms based application. The **IntelliMatch** PowerResume captures every **job** skill and details exactly when and how the skill was used creating a far richer candidate profile than is possible in a standard resume.

IntelliMatch

IntelliMatch has reengineered the time-consuming and costly process of finding a **job** or finding a candidate into an easy, efficient online process. Using the power and reach of the Internet, structured data collection and a unique Precision-Matching technology,

IntelliMatch is the leading site for matching **job** seekers and **employers** on the Internet.

More than 10,000 users visit the **IntelliMatch** web site daily. Major **employers** such as Hewlett-Packard, Oracle, Mitsubishi, Pitney Bowes, Pfizer, Sun Microsystems, San Jose Mercury News, 3Com, Cadence, Candle, Infoseek, and more than 100 others, use **IntelliMatch** online services. For more information visit <http://www.intellimatch.com>.

IntelliMatch is located at Ten Almaden Blvd., 9th Floor, San Jose, CA 95113; telephone 408/494-7200; fax 408/535-2794. -0-

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LOAD-DATE: November 6, 1996

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Industry Week

November 4, 1996

SECTION: IW ELECTRONIC TECHNOLOGY; Pg. 55

LENGTH: 78 words

HEADLINE: Employment assistance;
Jobs Across America

BYLINE: Edited By Glenn Hasek

BODY:

A NEW **JOB**-MATCHING SERVICE IS available on the Internet. **Jobs** Across America, launched by San Jose-based **IntelliMatch**, automatically analyzes **job** requirements and **employee** qualifications, precisely matching and ranking candidates with available positions. For **employers** that means quick turn-around of possibly thousands of applicants and ensures that qualified candidates won't be overlooked. **Jobs** Across America is located at <http://www.joubusa.com>.

GRAPHIC: Picture, no caption

LOAD-DATE: November 15, 1996

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Electronic Engineering Times

October 14, 1996

SECTION: The Profession -- The Work Week, Pg. 104, The Workplace

LENGTH: 393 words

HEADLINE: Intranet **Job** Searches

BYLINE: Bob Bellinger

BODY:

San Jose, Calif. - "Companies often approve requisitions to hire new **employees** when qualified people are already on staff," according to **IntelliMatch**, developer of new **job**-matching software and services. "Outside recruitment can mean expenses as high as \$12,000 per hire and delays of two months or more either to engage a search firm or to create and run classified advertising, review and classify submitted resumes and select appropriate candidates."

To help companies find those people within the corporation, **IntelliMatch** is offering a software package for companies with intranets. According to the San Jose-based online human-resources services company, "IntraViewer's two-way interactivity between **employee** skills and corporate needs lets managers enter their requirements and, in minutes, find everyone in the organization who has the experience, skill or training to assist them. **Employees** looking for new challenges can use the same technology to identify suitable opportunities with their current **employer**."

Employees input their accomplishments-**job** experience, completed career development courses, recent experiences and more-into the automated Power Resume profile system. Managers fill out a similar form on the intranet that specifies **job** requirements, skill levels and training requirements. That form then serves as a query to determine if any present **employees** fill the requirements. This is particularly valuable in a large company, where managers in one unit don't know the **employees** in another.

"The Silicon Valley employment market is extremely competitive, with an average turnover rate of 20 percent," said Tim Unger, senior vice president of human resources for Cadence Design Systems. "**IntelliMatch's** IntraViewer is a key piece of our strategy to enhance **employee** development, maintain **employee** loyalty, minimize turnover and create an even better corporate environment."

IntelliMatch also promotes IntraViewer as a tool in assembling cross-functional teams, as well as for another use that may not be so favorable to **employees**: as an aid in determining who stays and who goes in mergers and downsizing.

IntraViewer uses standard Internet, Web-browser technology, so there is no cross-platform integration or software maintenance issues, **IntelliMatch** said.

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LOAD-DATE: September 17, 1998

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Copyright 1996 Computerworld, Inc.
Computerworld

September 30, 1996

SECTION: CORPORATE STRATEGIES; Pg. 65

LENGTH: 613 words

HEADLINE: net recruiting shortens search

BYLINE: Julia King; cw staff

BODY:

Kristina Klein was already working between 45 and 50 hours per week when she began searching for a new **job** in high-tech marketing. There was little time for trolling the classifieds and even less for going out on interviews.

Irene Yao was under time pressures of her own. A program manager at I-Planet, Inc., a software start-up in Sunnyvale, Calif., Yao needed to hire several software engineering, marketing and customer service professionals quickly. She also had a tight budget.

The solution for both women was IntelliMatch (www.intellimatch.com), an Internet-based recruiting service that **employs** "precision matching technology" to quickly and cheaply pair **job** seekers with **employers**.

"When we run a news-paper ad, it costs about \$ 2,000, and most of the responses would not be qualified. With **IntelliMatch**, we have much more control over who we select [to interview]," Yao said.

Matching up

Using **IntelliMatch**, **employers and job** seekers use a structured format to list very specific **job** requirements and qualifications, including precise details about a candidate's skills and experience. Database administrators, for example, list the database technologies they know and the type and duration of projects on which they have used each.

IntelliMatch then compares the data and provides **job** hunters and **employers** with potential leads.

The service is free to **job** seekers. **Employers** pay \$ 50 per lead and download an average of 20 leads before hiring an **employee**.

The database contains about 50,000 resumes, a number that increases at a rate of between 10,000 and 15,000 resumes per month. About 100 **employers**, including Hewlett-Packard Co. and Candle Corp., subscribe to the service to list **jobs** and search for **employees**.

But **IntelliMatch** isn't just for software companies that want to hire information systems professionals.

Other users include Pfizer, Inc. in New York and HealthStaf in Oak Brook, Ill., which use the database to find sales, marketing, administrative and health care professionals.

IntelliMatch also sells an intranet version of the software so **employers** can internally keep track of **employees'** skills and match them to various projects.

"What we do best is create a shortlist of candidates," which works to significantly reduce hiring times and costs, according to Alok Singhania, vice president of marketing at **IntelliMatch**.

"I had an offer within a week," said Klein, who is now director of marketing communications at I-Planet.

"I didn't have to go through six rounds of interviews over the course of a month and a half, which is hard when you're already working full-time," she said.

But recruiters caution that online headhunting still isn't perfect.

For one thing, not all **job** seekers know precisely how to list their skills for scanning by electronic matching technology. As a result, some of the best candidates may get passed over, said Frank Poirier, a partner at Juntunen, Combs & Poirier, a technology recruitment firm in San Francisco.

And once a likely candidate is located, "there's still the same old-fashioned interchange to decide if this person is for us," said Cheri Comstock, a principal at The Focus Group, a recruitment firm in Chapel Hill, N.C.

"Just having a name is 20% of the work. It's still picking up the telephone after you see the resume," Comstock said. "At this point, the Internet just lets people know of each other, which is still valuable because it saves time."

Job postings grow

On any given day, there are a total of about 500,000 postings on the Top 15 online **job** banks, up from just 15,000 postings two years ago, according to a recent report in The Wall Street Journal.

GRAPHIC: photo, Irene Yao

LOAD-DATE: October 2, 1996

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Copyright 1996 Business Wire, Inc.
Business Wire

September 23, 1996, Monday

DISTRIBUTION: Business Editors and Computer Writers

LENGTH: 1265 words

HEADLINE: **IntelliMatch** Launches Intraviewer - the First Intranet-Based Solution for **Employee** Development and Corporate Skills Management; **Employers** turn their intranet into a powerful skills assessment and management system

DATELINE: SAN JOSE, Calif.

BODY:

Sept. 23, 1996--**IntelliMatch** today announced IntraViewer, the industry's first, comprehensive intranet-based solution for managing a company's most valuable assets - its **employees**.

IntraViewer gives managers a dynamic repository of the vast skills and experience that make up their workforce so that they can quickly and easily target the in-house talent they need for specific projects or new positions. At the same time, IntraViewer gives **employees** a new path for career development by allowing them to promote themselves and their notable achievements to their current **employer**, and by making them aware of advancement opportunities within the company.

"In a period when businesses need solutions right away and **employee** loyalty is directly proportional to chances for career advancement, IntraViewer gives both sides a clear advantage," said Dixie Vaughan, human resource information systems manager for Candle Corp.

"The Silicon Valley employment market is extremely competitive with an average turnover rate of 20 percent," said Tim Unger, senior vice president of human resources for Cadence Design Systems. "**IntelliMatch's** IntraViewer is a key piece of our strategy to enhance **employee** development, maintain **employee** loyalty, minimize turnover and create an even better internal corporate environment."

"Sooner or later, the perfect career advancement opportunity for many people at their present companies could go to somebody else - somebody, probably, from outside the firm - and they won't even know that the opportunity was available until it's filled. At the same time, companies are spending millions of dollars and countless hours looking for the perfect candidate outside the company when the right one could be right under their nose," said Alok Singhanian, **IntelliMatch's** vice president of marketing.

He continued, "IntraViewer brings an end to these familiar situations. **Employees** gain a tool that can help them develop their careers within their companies. And, companies can respond more quickly to business needs while avoiding unnecessary expenditures by leveraging their existing human resource assets."

Stop Interviewing. Start IntraViewing.

Whenever companies need to assemble cross-functional teams, identify experts in particular areas, appraise **employee** aptitude in specific disciplines or reorganize staff to accommodate expansion or downsizing, it is extremely difficult or time-consuming to

determine who the right people might be or whether they exist in the organization at all. As a result, companies often approve requisitions to hire new **employees** when qualified people are already on staff. Outside recruitment can mean expenses as high as \$ 12,000 per hire and delays of two months or more either to engage a search firm or to create and run classified advertising, review and classify submitted resumes, and select appropriate candidates.

For companies with intranets, IntraViewer can help avoid or eliminate those kinds of costly delays. IntraViewer is powered by **IntelliMatch's** unique Precision Matching Technology (PMT) which through a structured format identifies **employee** strengths and skills, isolates areas of weakness in a corporation and lists new or open positions along with the qualifications to fill them.

IntraViewer's two way interactivity between **employee** skills and corporate needs lets managers enter their requirements and, in minutes, find everyone in the organization who has the experience, skill or training to assist them. **Employees** looking for new challenges can use the same technology to identify suitable opportunities with their current **employer**.

IntraViewer relies on having **employees** complete and maintain a Power Resume. This extremely detailed electronic profile lets **employees** quickly and easily outline their accomplishments from previous **job** experience to current expertise in specific business or technical disciplines, recent accomplishments, completed career development courses, language skills, professional activities and more.

Managers fill out a similar online form on their corporate intranet that specifies **job** parameters, skill levels and training requirements. That form then serves as a query to determine - automatically using PMT - whether there are qualified candidates available for a **job**, sufficient skill among **employees** for a specific project, **employee** training needs and skill gaps in the work force.

IntraViewer can also fulfill a valuable role when mergers or acquisitions result in staff redundancies. The Power Resume/PMT combination can help companies decide who is best qualified to remain in the new organization. It can help, too, in providing more effective outplacement, since **employees** skills and experience are already defined online where they can be integrated with **IntelliMatch's** external Internet services.

Unlike desktop resume management programs, which require direct, hands-on involvement to enter, interpret and code career information, IntraViewer automates all the classification and matching tasks. It utilizes a built-in lexicon of ordinary English terms and categories, thus eliminating the training time associated with proprietary software applications. There are also no cross-platform integration or software maintenance issues because IntraViewer **employs** standard Internet/World Wide Web browser technology.

Availability

Currently in beta, IntraViewer will be commercially available in fourth quarter 1996.

IntelliMatch

IntelliMatch is The Way to Work in the 21st Century. **IntelliMatch** has reengineered the time-consuming, labor-intensive and costly process of finding a **job** or candidate into a precise, real-time approach that delivers the perfect match. **IntelliMatch's** unique Precision Matching Technology (PMT) is the most important innovation in the recruiting industry since the introduction of the resume more than 30 years ago. Major **employers**, such as Hewlett-Packard, Oracle, Mitsubishi, Pitney Bowes, Pfizer, Sun Microsystems, San Jose Mercury

News, 3Com, Cadence, Candle, Infoseek, and more than 100 others, access the **IntelliMatch** online database to quickly identify **job** candidates that possess exactly the skills and experience they need. **IntelliMatch** is located at Ten Almaden Blvd., 9th Floor, San Jose, Calif. 95113; telephone 408-494-7200; fax 408-535-2794. For more information, visit **IntelliMatch's** Web site at www.intellimatch.com.

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March 22, 1995, Wednesday

DISTRIBUTION: Business Editors and Computer Writers

LENGTH: 596 words

HEADLINE: INTELLIMATCH BRINGS JOB-APPLICANT MATCHING SERVICE TO WORLD WIDE WEB

DATeline: SAN JOSE, Calif.

BODY:

March 22, 1995--**IntelliMatch**, Inc., based here, today announced it has launched a permanent presence on the Internet. **Job** applicants and **employers** worldwide can now access **IntelliMatch's** home page on the World Wide Web at <http://www.batnet.com/intellimatch/>.

IntelliMatch is the first, intelligent, on-line recruitment service to match **employers** and **job** applicants by using a sophisticated, on-line database system. **IntelliMatch** has developed a structured format that redefines an applicant's resume and converts it from a summary of experience to a summary of skills. **Employers** can quickly access the on-line database to identify **job** candidates that possess exactly the skills and experience required for the **job**. **Employers** using the **IntelliMatch** service have access to thousands of **job** applicants throughout the United States, while applicants have access to hundreds of **employers**, many with unadvertised **job** openings. According to Chani Pangali, chief executive officer of **IntelliMatch**, "With the growing popularity of and need for corporate reengineering, many people have become increasingly concerned about **job** security. One of the most significant aspects of bringing the **IntelliMatch** service to the World Wide Web is that it allows people to anonymously conduct **job** searches.

"Using the **IntelliMatch** service," he said, "applicants are able to conduct a search for specific positions, within specific geographic regions, all while concealing their identity. In this manner, applicants no longer need be concerned with the conundrum of putting their current employment at risk while searching for or evaluating potential career opportunities."

The key to the **IntelliMatch** service is its two Windows-based software tools, HOLMES and WATSON. Installed on an **employer's** PC, HOLMES (Hiring through On-Line Match of Employment Specifications) provides access by dial-up or through a World Wide Web connection to **IntelliMatch's** database of candidates, enabling on-line searches using specific, weighted criteria. WATSON (Where Applicants Turn Skills into Opportunities Nationwide) is a structured resume generator that collects skills, proficiency levels, recency of use, educational background and other relevant information about the **job** seeker. **Employers** using HOLMES may then quickly identify appropriate candidates.

"Identifying qualified candidates to fill open **job** requisitions has always challenged **employers** with the proverbial search for the needle in a haystack," said Pangali. "Our technology allows human resource departments to become result- oriented in recruiting prospective **employees**, without being inundated with paper and becoming mired in the process," he said.

Job seekers visiting the Web site are able to download WATSON and use it to submit their credentials into the database. Accessible soon will be a sampling of current **job** openings.

The service is available at no charge to **job** seekers.

IntelliMatch, founded in January 1994, is located at 2107 North First Street, Suite 460, San Jose, Calif. 95131, telephone: 408-441-1947, fax: 408-441-7048, Internet: <http://www.batnet.com/intellimatch/>.

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LOAD-DATE: March 23, 1995

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